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INFORMATION PROJECTS UNDERWAY
IN FAMINE EMERGENCY CAMPAIGN

U. S. Department of Agriculture

General

Arrangements being made to get facts on plentiful foods to State Managers.

Facts and pictures on wheat being moved off farms.

Reserve

Facts and pictures on wheat being transported.

Pictures on wheat being exported.

Stories about what U. S. food is doing abroad.

Pictures about what U. S. food is doing abroad.

List of basic materials available.

Suggestions for industrial feeding, including materials.

Special school lunch materials tying in.

Analysis of state reports to see what is being done about governors.

Speakers' guide.

Recognition certificate -- suggested draft made.

Window sticker -- two suggested drafts made.

Pledge -- suggested draft made.

Advertising Council's "Campaign Guide" is being distributed to USDA field people as well as to advertisers.

Reprint of article "Children Are Hungry" by Childrens' Bureau being obtained for USDA field distribution.

Speakers lists and speech guide being prepared.

Factual Statements

Statement on WFA #1 (return of unsold bread).

Questions and answers for field use.

Information materials on certificate wheat purchase plan.

Information materials on feed restriction order.

Stories on what is being done to increase farm production.

Handbook for use by leaders.

Set of statements prepared on food situation in critical countries and commodities -- "Our Hungry World."

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Report on wheat and feed grains.

World food situation roundup as of April 15, May 15, June 15.

Press

Release on meat being shipped.

Clipping layout from New York Times on Hoover trip.

Picture feature being prepared showing "do's and don'ts" of wheat conservation.

Special feature story for weekly magazines and Sunday supplements being prepared.

Arrangements being made to supply special stories to foreign language press.

Visual

Pictographs to dramatize wheat need and use.

Mats are being made of the following:

- Slogan and emblem
- 2 charts and 1 map
- Photograph
- 1 or 2 cartoons

Glossies of 7 photographs.

Displays for use at conventions and meetings.

Poster -- Truman Message -- suggested draft made.

Slide film being made for use at meetings.

Prints being distributed of "Suffer Little Children" and "Freedom and Famine."

Promotion leaflet being distributed on these films.

Fact Sheet being prepared to aid people showing films.

Organizations

System for working further with citizens' organizations.

Proposal being discussed for Red Cross distribution of home check list through schools.

Arrangements being made with Junior Red Cross for production and distribution of materials.

Arrangements being made with Boy Scouts for special projects.

Arrangements being made with General Federation of Women's Clubs (more)

to supply a speaker, a film and an exhibit for June convention.

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Plans proceeding for AWVS to set up information centers.

Cooperation with United Nations Forum at Constitution Hall on April 17.

Industry

A conservation poster copy and artwork has been supplied the Washington Restaurant Association. Sample copies being mailed by Association to all State and local restaurant associations in the U. S. so they may obtain their own reprints. Copies also being sent to government chairmen of 175 local Food Distribution Advisory Committees.

Leaflet being prepared giving specific ways in which public eating places can participate in program. Four-page, illustrated job to be distributed down association lines.

Contact made with Mr. Kusch, president of the Association of Railroad Dining Car Officers.

Negotiations underway with representatives of Grocery Manufacturers of America to get financing of printing and distribution of $1\frac{1}{2}$ million copies of two-color poster.

A program of exchanging information on campaign ideas being worked out for the 175 local Food Distribution Advisory Committees.

Thumbnail sketches of supply situation as to cereals other than wheat being sent to State and Assistant State FMA Directors.

Trade and consumer fact sheets on eggs being sent to state offices and national trade groups. Fact sheets on currently abundant foods in preparation.

State offices asked to give wide distribution among public eating places, food editors and others of abundant food list.

Tentative assignments of personnel to all major categories of food distribution have been made. The personnel are representatives of the Food Distribution Programs Branch and State FMA offices. These food group "leaders" have been selected and their specific responsibilities will be so outlined, as to get maximum results from minimum travel.

Radio

USDA preparing scripts for six programs over WINX, to be transcribed and sent to all stations.

Double-face platter of dramatized spot announcements on conservation and gardening.

Victory Gardens

All speeches and committee recommendations of recent Garden Conference are being condensed for distribution to those attending conference and other limited groups.

Twenty-million garden-goal release is being given wide distribution through garden groups.

Governors asked by wire to give timely push to garden program.

1. The first of these is the
fact that the number of
cases of the disease is

very small.

2. The second is the fact that
the disease is not contagious.

3. The third is the fact that

the disease is not hereditary.